

FEMA.gov Search Performance Metrics

Jan 1, 2020 - Jan 31, 2020

All Users
100.00% Sessions

Visits to FEMA.gov

1,482,683

% of Total: 100.00% (1,482,683)



Pageviews

3,240,034

% of Total: 100.00% (3,240,034)



Visitors Used the Search Form on FEMA.gov

58,094

% of Total: 3.92% (1,482,683)



Pageviews by Date

Date	Pageviews
20200128	160,197
20200129	152,489
20200127	149,602
20200122	147,122
20200108	143,359
20200121	140,295
20200130	140,286
20200113	135,024
20200123	133,815
20200115	131,725

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	431,569
fema	6,324
(not set)	4,881
fema.gov	3,233
FEMA	1,316
fema flood maps	1,234
nims	723
federal emergency management agency	363
nfip	305
fema training	264

Pageviews by Device Category

Device Category	Pageviews
desktop	2,424,032
mobile	710,310
tablet	105,692

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
jobs	79	1.20
careers	43	1.14
employment	17	1.29
job openings	9	1.44
career	8	1.25
Jobs	5	1.00
Careers	4	1.00
alerts	2	1.00
CAREERS	2	1.00
carrers	2	1.00

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
AFG e-grant application tutorial	3.00
repetitive loss properties	2.00
Roads reconstruction	2.00
JOBS	1.50
Notifications	1.50
job openings	1.44
employment	1.29
career	1.25
jobs	1.20
careers	1.14

